

## Occupant Protection – FY 2016

Occupant protection in a vehicle includes the use of seat belts, car seats, and air bags. These are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and injuries and reducing injury severity. Every occupant should utilize the proper restraints and safety devices.

### Goals:

Increase car seat use from 93.6 percent in 2013 to 95 percent by December 31, 2017.

Increase booster seat use from 42.4 percent in 2013 to 44 percent by December 31, 2017.

Decrease fatalities and incapacitating injuries for children ages 0-to-8 by 27 percent from 73 in 2014 to 53 by December 31, 2017.

**Increase observed seat belt use of front seat outboard occupants in passenger vehicles** from 93.3 percent in 2014 to 98 percent by December 31, 2017.

Decrease fatalities and incapacitating injuries by 11.5 percent from 5,785 in 2014 to 5,116 by December 31, 2017.

Decrease the vehicle mileage fatality rate by 11 percent from .93 in 2014 to .83 by December 31, 2017.

<b>Task 1: Child Passenger Safety</b>		<b>\$962,000</b>
	<b>Revision 03/29/2016</b>	<b>\$673,000</b>
	<b>Revision 12/22/2015</b>	<b>\$661,000</b>
	<b>Revision 10/14/2015</b>	<b>\$681,000</b>
Section 405(b) funds		\$700,000
	Revision 03/29/2016	\$411,000
	Revision 10/14/2015	\$431,000
Section 402 funds		\$250,000
Section 2011	Added 12/22/2015	\$ 12,000

### Statewide Child Passenger Safety (CPS) Program

Project Number	CP-16-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$590,000 <del>\$301,000</del> 03/29/16 <del>\$321,000</del> 10/14/15	405(b)
Grant Amount, Funding Source	\$ 12,000 Rev 12/22/15	2011 Added 12/22/2015
Project Number	OP-16-01	
Benefit to Locals	Yes	
Grantee	City of St. Ignace	Changed 12/22/2015
Grant Amount, Funding Source	\$ 250,000	402
Grant Start-up	October 1	
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.	

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Project Objective	<p>Educate and provide car seats to 5,000 low-income families by September 30, 2016.</p> <p>Fund four child passenger safety technician courses by September 30, 2016.</p> <p>Fund five continuing education courses for child passenger safety technicians by September 30, 2016.</p> <p>Retain 63.2 percent of current child passenger safety technicians by September 30, 2016.</p> <p>Maintain at least one trained child passenger safety technician available for services in all 83 counties by September 30, 2016.</p> <p>Expand the child passenger safety program in the Upper Peninsula to incorporate up to 13 counties by September 30, 2016.</p>
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A regional approach will continue for the CPS program, with the activities for the Upper Peninsula coordinated by a full-time employee at the St. Ignace Police Department. OHSP will continue to provide overall planning and coordination support for the network in the Lower Peninsula, as well as statewide.

Funding will support fitting stations, car seat clinics, car seat distribution, and training and recertification of child passenger safety technicians.

Funding will also support the expansion of the CPS technician and instructor program by expanding training to county Women, Infants, and Children programs as well as other partners, which will allow for greater distribution of car seats to low-income families.

### Strengthening Child Passenger Safety Program Capacity in Minority Communities

Project Number	OP-16-02	
Benefit to Locals	Yes	
Grantee	TBD	
Grant Amount, Funding Source	\$50,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
Project Objective	Train at least one Spanish-speaking and one Arabic-speaking child passenger safety	

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	<p>technician by September 30, 2016. Develop and provide Spanish and Arabic-language materials and resources for families with children under eight years of age by September 30, 2016.</p> <p>Train at least one child passenger safety technician to work within other minority groups such as African-American communities by September 30, 2016.</p>
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Restraint use by children in diverse communities is significantly lower than the national average. State and local organizations need to effectively increase the public awareness about the importance of child restraint use in the African American and Hispanic communities. There is also a need to increase the availability of certified child safety seat technicians within these communities.

Funding will support training, education, outreach materials, and car seat distribution.

### Michigan Department of Health and Human Services (MDHHS) Training

Project Number	OP-16-01	Changed 12/22/2015
Benefit to Locals	No	
Grantee	TBD	Changed 03/17/2016
	<del>City of St. Ignace</del>	Changed 12/22/2015
Grant Amount, Funding Source	\$60,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
Project Objective	Conduct the approved pilot CPS training program in up to five counties for MDHHS employees by September 30, 2016.	

Nearly 1,500 employees of the MDHHS are assigned cases involving 85,000 children in the Child Protective Services system each year. However, there is currently no training for these employees regarding proper use of car seats and safe transport in vehicles.

Because MDHHS employees do not receive car seat installation training and may not have any experience with transporting children, misuse may be higher among these employees than other populations.

An MDHHS specific training has been developed and in order to give this training the attention and detail required of a statewide training program for MDHHS staff, a part-time training coordinator will be sought out and hired to coordinate the MDHHS training and other activities as assigned at 20 hours per week.

Funding will support this position, instructor stipends, training costs, equipment and travel.

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<b>Task 2: Evaluation</b>		<b>\$250,000</b>
<b>Revision 10/14/2015</b>		<b><del>\$225,000</del></b>
Section 405(b) funds	Revisions 10/14/2015	\$100,000
		<del>\$ 75,000</del>
Section 402 funds		\$150,000

### Direct Observation Surveys: Seat Belt Use

Project Number	OP-16-03	
Benefit to Locals	No	
Grantee	Michigan State University added 11/30/2015	
Grant Amount, Funding Source	\$150,000	402
Grant Start-up	October 1	
SHSP Strategy	Evaluate the effectiveness of occupant protection programs.	
Project Objective	Determine the safety belt use rate by September 30, 2016.	
	Determine hand-held device use rate by September 30, 2016.	

The annual post-Memorial Day and post-Labor Day surveys have tracked seat belt use since 1983. The survey results assist OHSP with developing seat belt enforcement plans and identifying the focus of media campaigns to support the mobilization. This year's observation study will also examine the use of hand-held devices.

Funding will support observation and analysis costs.

### Child Passenger Safety (CPS) Technician Coverage and Impact Analysis

Project Number	OP-16-04	
Benefit to Locals	No	
Grantee	University of Michigan CHEAR Center	
Grant Amount, Funding Source	\$100,000 <del>\$ 75,000 10/14/2015</del>	405(b)
Grant Start-up	October 1	
SHSP Strategy	Evaluate the effectiveness of occupant protection programs.	
Project Objective	Determine an effective ratio of CPS technicians to children under age 8 per county and gauge the impact CPS technicians, car seat checks, and car seat distribution have on crash statistics and car seat use and misuse by September 30, 2016.	

Michigan currently has more than 950 CPS technicians in 79 of its 83 counties. While some counties have many technicians and some have few, it is unknown how

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many technicians are needed to properly serve the children under age 8 in each county.

An analysis will determine, among other things, what an acceptable ratio of technicians to children would be, and how the activity of technicians and distribution of car seats can impact crash statistics and observed car seat use and misuse in each county in Michigan. The study began in Fiscal Year 2015 and will conclude this year.

Funding will support the costs of the analysis.

<b>Task 3: Education and Outreach</b>		<b>\$70,000</b>
	<b>Revision 04/07/2015</b>	<b><del>\$80,000</del></b>
Section 405(b) funds		\$25,000
	Revision 12/22/2015	<del>\$55,000</del>
Section 405(b) PM funds	Added 12/22/2015	\$30,000
Section 402 funds		\$15,000
	Revision 04/07/2016	<del>\$25,000</del>

### Summer of Safety

Project Number	CP-16-01		
Benefit to Locals	No		
Grantee	OHSP-Special Projects		
Grant Amount, Funding Source	\$ 5,000		402
	<del>\$25,000</del>	03/28/16	
Grant Amount, Funding Source	\$ 5,000		405(b)
	<del>\$25,000</del>	03/28/16	
Project Number	CP-16-03		
Benefit to Locals	No		
Grantee	OHSP-PI&E		
Grant Amount, Funding Source	\$10,000	04/07/16	402
	<del>\$20,000</del>	03/28/16	
Grant Amount, Funding Source	\$20,000	03/28/16	405(b)
Grant Start-up	October 1		
SHSP Strategy	Support public information and education campaigns		
Project Objective	Distribute education and outreach Summer of Safety materials by September 30, 2016.		

Michigan has long been a leader in occupant protection, leading the nation in seat belt use for two years in 2008 and 2009. Since then, belt use has dropped slightly, but Michigan still achieves a consistent use rate of more than 90 percent.

While Michigan has a strong enforcement presence and paid media component to *Click It or Ticket*, a sustained, non-enforcement effort targeting adults who do not regularly wear seat belts is lacking.

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In order to reach out to various populations in the state with social norming seat belt messages over a longer period of time, partners and innovative media tactics will be used.

Funding will support education and outreach materials.

### **Tween Seat Belt Education Pilot**

Project Number	CP-16-03	Changed 12/22/2015
Benefit to Locals	Yes	
Grantee	OHSP – PI&E	Changed 12/22/2015
Grant Amount, Funding Source	\$30,000	405(b) PM
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns	
Project Objective	Develop a project timeline by December 30, 2015.  Implement project by September 30, 2016.	

In the past five years, 46 children ages 9-15 were killed in car crashes, of those, 30 percent were unbelted. In 2013, older children, ages 11-15, had the lowest restraint usage of any group at 86.7 percent.

Despite these numbers, NHTSA only recently released a campaign aimed at “twens” and belt use. OHSP has no programming directed at this group since it falls into the “gray area” of children being out of booster seats, but not yet ready for driver education. In order to foster good habits of buckling up and being a responsible passenger, kids must be engaged during the “tween” years.

A pilot program will be funded to purchase web site advertising aimed at parents of tweens.

Using the existing NHTSA ads, the campaign will run for one month in May leading up to the Click if or Ticket enforcement.

Earned media and partnership opportunities will also be sought to bolster the impact of this campaign.

<b>Task 4: Program Management</b>	<b>\$156,000</b>
Section 402 funds	\$156,000

### **Program Management**

Project Number	CP-16-02
Benefit to Locals	No
Grantee	OHSP-Program Management Section
Grant Amount, Funding Source	\$150,000   402
Grant Start-up	October 1

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.